



Marketing Manager

外資完成車メーカーでの募集です。販売促進（SP）のご経験のある方は歓迎です。

募集職種

人材紹介会社

株式会社ジェイ エイ シー リクルートメント

採用企業名

外資完成車メーカー

求人ID

1483067

業種

自動車・自動車部品

会社の種類

外資系企業

雇用形態

正社員

勤務地

東京都 23区

給与

700万円～経験考慮の上、応相談

勤務時間

09:00～17:30

休日・休暇

【有給休暇】有給休暇は入社時から付与されます 入社月により最大13日付与 入社7ヶ月目には最低10日以上 【休日】完全週休二日...

更新日

2024年07月04日 05:00

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

流暢

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

【求人No NJB2223474】

This position is responsible for assisting dealers in leveraging targeted marketing initiatives to attract new prospects and current owners to the Maserati Brand and nurture and retain both loyal customers and new customers (prospects). Incumbent ensures and supports dealers to maintain lifelong relationships with customers and supports the development and execution of impactful integrated marketing plans to achieve targets short mid and long term. As part of a collaborative market team this incumbent engages with dealerships as necessary to provide solutions and best practices specific to each

dealership and is responsible for assessing the needs of each dealer by learning their short and long term marketing objectives and overall marketing operations and best practices related to attracting new customers (prospects) and retaining existing customers. The incumbent will then advise dealers on how to align marketing programs tools and resources to effectively deliver results and achieve pre established KPIs in an effort to increase dealership profitability and enhance customer experience. Additionally this incumbent is responsible for assisting dealers with market analysis with their area to identify customer segments/demographics and competitive information. The incumbent will then share this information and coach dealers on how to implement best practices to better connect with customers. Incumbent has sound understanding of all marketing strategies (global marketing frameworks local practice such as campaigns and promotions) and marketing programs identified as appropriate by the Company and will select appropriate resources for specific dealer needs as necessary including program execution.

The incumbent is also responsible to consolidate Maserati brand/product presence and maximize sales in the Japanese market by implementing brand event/new product launch event/promotional programs and customer events to ensure understanding and delivery of the brand message brand image towards dealers customers and external audiences.

MAIN RESPONSIBILITIES :

Your main responsibilities will be | What you will do:

- Help develop and implement strategic marketing plans and activities on a long term basis.
- Adjust marketing strategy and plans to meet each dealer needs and competitive conditions and manage the creation and approval of individual Dealer Annual Marketing Plans to support overall strategic marketing plan.
- Manages all B2B B2B2C events directing communication agencies and establishing or leveraging partnership with external stakeholders.
- Manage yearly and quarterly basis marketing event plans within the decided budget with a strong attitude towards flexibility risks management and recovery plans.
- Liaise with other departments to ensure marketing activities are integrated with other parts of the business and align with the overall corporate objectives.
- Monitor analyze and evaluate market trends consumer behavior and competitor activity to identify market opportunities.
- Monitor and evaluate customer feedback to generate new marketing ideas to meet customer needs.
- Allocate resources and schedule marketing and advertising activities for each product/service in the organization's overall marketing strategy.
- Measure and report the ROI for each activity and improves the suppliers' performance through periodical evaluation.

スキル・資格

TITLE OF STUDY · Bachelor degree or equivalent LINGUISTIC KNOWLEDGE (specify languages and level of knowledge) · English: advanced business level · Japanese: fluent COMPUTER KNOWLEDGE (specify software and level of knowledge) · Strong PC skills REQUIRED EXPERIENCE SKILLS (number of years sector role) · More than 5 years in automobile importer business · At least 3 years of Dealer Marketing Manager experience in automobile industry with equivalent event marketing experience · At least 3 years of luxury business experience · Strong communication and presentation skills · Strong coordination skill for difficult tasks · Time management skill ability to work under pressure · More than 3 years of management experience with strong people/agencies management skills · Budget management skills · Strategic creative thinking · A self starter eager to achieve the target · Driver's license

会社説明

ご紹介時にご案内いたします